

Our stations are very active in the area of local news, emergency preparedness, and serving the needs of the community. Our news director has been covering the news in Ventura County for over 10 years. We run newscasts on our three stations, which include locally produced news and national news provided by NBC twice an hour from the hours of 5AM until 10AM. Our stations are music stations so at 10AM our programming content is music. We are prepared to deliver news at any time, since the station is locally staffed. In regards to informing the community of emergency situations we are the EAS stations for Ventura County. We are prepared to go on the air whenever the need occurs to inform our community of emerging events of an emergency nature. In the last two years we have partnered with the local Red Cross to inform the community how to respond in an emergency and have enabled the Red Cross to use our stations to inform the community of how to respond when an emergency occurs. Because of this we were awarded the Red Cross Good Neighbor Award in 2004. In order to better serve the community we annually host a Community Ascertainment at our stations. We send out over 500 letters to community organizations, local politicians, law enforcement, and charity groups. We are able to interview, in person, over 100 community leaders and have them record issue oriented psa's which air 52 weeks per year. Some of the issues we have been able to educate the community about is the lack of affordable housing and what programs are available to help, the lack of art education in the public schools and the programs that address that need, services for the mentally ill, services for youth and many more. We are proud of our service to the community which also includes fund raisers for Toys for Tots, St. Jude's Children's Hospital, the Rescue Mission, 4H, and FFA, and many more. Gail Furillo
General Manager
Cumulus Media
Oxnard/Ventura